

## 2018 IMCA Showcase Awards – Judge Expectations

Thank you so much for committing to be a judge for our 2018 IMCA Showcase Awards! We appreciate your expertise, time and energy you will be spending in order to make our awards program successful.

We take the Showcase Awards very seriously, as do our members and showcase entrants. Therefore, outlined below are expectations and guidelines we feel it is important for our judges to adhere to.

**Please respond by March 2, 2018, confirming that you have read the items below.**

### Timeline

February 1, 2018 to March 30, 2018 - Showcase Awards open for submissions

April 2, 2018 to April 11, 2018 - Awards are reviewed for category accuracy and assigned to judges

April 13, 2018 to April 27, 2018 - Judging of the Showcase Awards

June 26, 2018 - Showcase Gala

*There are no exceptions to this and no extensions will be made. This is to ensure all scores are tallied in time for the winners to be notified and awards to be ordered and received before our Showcase Gala.*

### Online Portal Judging Instructions

Before judging begins, you will be sent login information for the online judging portal and instructions on how to complete the judging process.

### Process

Please log in as soon as the judging time period begins to ensure your login is successful. At this time, you can get a feel for what you have been assigned to and how long it might take you to complete your judging assignment. *DO NOT WAIT* until the last minute to log in or start your judging process. Please use the full two week judging period.

### Notify the Office

Please notify [Erica Linc](#) immediately if you experience any of the following:

1. Have trouble logging in or viewing assigned entries
2. Feel one of your entries is entered into an incorrect category (all entries will be reviewed prior to the judging period for category accuracy)
3. Can't open or view files that are part of an entry
4. Have any other questions or issues regarding the judging process
5. You were assigned to judge an award your company submitted
6. Can no longer commit to being a judge

### Comments

Along with scoring the entry, judges are *strongly encouraged* to provide constructive comments about submissions, as feedback from the Showcase Awards judges is one of the benefits participants receive when submitting an entry.

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### Scoring

The questions you will be asked are:

**Question 1:** Please rate on a scale of 1 (lowest) to 5 (highest) the **effectiveness of this entry** (i.e., how it accomplishes the stated objectives using measurable goals and measurable results to gauge effectiveness).

**Question 2:** Please rate on a scale of 1 (lowest) to 5 (highest) the **audience focus of this entry** (i.e., how it reflects the interest and needs of the audience and speaks their language).

**Question 3:** Please rate on a scale of 1 (lowest) to 5 (highest) the **copy/script score of this entry** (i.e., how well-written, clear, and compelling is the language used).

**Question 4:** Please rate on a scale of 1 (lowest) to 5 (highest) the **design/presentation of this entry** (i.e., how attention-getting is the design, how does the design enhance the message, is it visually appealing).

Or, **if this entry contains audio only**, please rate the creative approach of this entry (i.e., how attention-getting is it, how does the creative concept enhance the message, how have they used sound design to increase the appeal of the piece).

### Scoring Rubric

For an entry to win Best of Show, it needs to score the highest in the category, while attaining at least an overall score of 17. If no entry meets the score threshold, no Best of Show Awards will be given.

For an entry to win Award of Excellence, it needs to score the second and third highest in the category, while attaining at least an overall score of 15. If no entry meets the score threshold, no Award of Excellence will be given.

**Score of 5:** Achieved or exceeded all desired outcomes, executed at the highest caliber

**Score of 4:** Meets all desired objectives, solid execution

**Score of 3:** An average entry, satisfactory execution

**Score of 2:** Contains some good features, needs work

**Score of 1:** Doesn't achieve the outlined objective, poorly executed